



the NEUE



The NEUE Development Team

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Kendall & Lindsey Gillum, Gillum Development

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AGENDA

1. The case for Downtown Revitalization
2. The Neue answers the Call
3. The Neue @ 699 W San Antonio St.
4. Project Overview
5. Open Discussion & Q&A

DOWNTOWN NEW BRAUNFELS | IMAGINED TOGETHER



2010 DOWNTOWN IMPLEMENTATION PLAN

2018 ENVISION NEW BRAUNFELS PLAN

2021 DOWNTOWN ACTION PLAN

2022 DOWNTOWN TIRZ PLAN

2024- 2029 STRATEGIC PLAN

“Increase the number of residents downtown.....Expand multi-family housing options downtown.”

“**Infill development**” for vacant lots along San Antonio Street with pedestrian-orientated businesses.”

“**Encourage residential uses and higher densities to increase 24/7 activity downtown.**”

“Revitalize and reinvest in the Downtown District as a cultural and economic hub.”

“Encourage mixed use centers that **allow people to work and play near where they live.**”

“Encourage **infill and vertical development** to reduce sprawl and improve infrastructure efficiency.”

“**Downtown New Braunfels should be a vibrant**, walkable, and economically resilient district.”

“Promote infill and adaptive reuse to preserve character while accommodating growth.”

“Finally, aging building systems and **utility connections are a barrier to redevelopment** as the majority of the existing building stock was constructed over 50 years ago and is out of compliance with modern requirements such as building codes, life safety, and (ADA) access requirements.”

“**Incentivize mixed-use developments and redevelopments** in targeted locations to create a built environment with integrated housing, commercial centers, and opportunities for improved connectivity.”

“**Promote a mix of housing types** that align with the community’s evolving needs.”



*Consistent across five Strategic Plans:
Investment is key to downtown
revitalization and vibrancy.*



ANSWERING THE CALL

The Neue (pronounced “noy-eh”) is more than a residence - it’s an answer to the calls for the future of downtown.

- ✓ ~\$20M+ added increment to property tax base
- ✓ Expanded retail and professional office spaces, providing increase in Sales tax
- ✓ Beautification of proposed project area
- ✓ Supports Work, Live, Play initiative

Inspired by the German word for "new," The Neue represents a fresh chapter in downtown living, one that honors the city’s rich past while embracing an elevated, modern way of life.



ANSWERING THE CALL

- ✓ **Approximately 100 new downtown residents to support local businesses all days of the week, year-round, mitigating seasonality.**

Estimated Economic Impact:

Direct household spending of \$2.3M–\$4.6M annually. When accounting for local business activity, employee re-spending, and visitor spending, these households generate an estimated \$3.1M–\$7.8M in total annual economic impact. This supports restaurants, retail, personal services, and entertainment while strengthening a year-round, non-seasonal downtown economy.



ADDRESSING DOWNTOWN PRIORITIES



Designed with **high-efficiency fixtures, drought-tolerant landscaping, and a filtered drainage system.**

Multi-family, infill housing uses significantly less water, aligning with conservation goals.



Every home includes secured, off-street parking

By design, the **commercial spaces planned require minimal public parking** (which have ample capacity)



~100+ full-time residents (not short-term rentals) means **traffic is consistent and local.**

Designed to **support walkability,** not congestion.



The Co-Op

The Mainzer

Saludos

ADM



699 W SAN ANTONIO STREET **TODAY**





Guenther Ave

STOP



699 W SAN ANTONIO STREET **POSSIBILITIES**



THE NEUE | ELEVATED BY DESIGN. ANCHORED BY COMMUNITY.





THE NEUE | ELEVATED BY DESIGN. ANCHORED BY COMMUNITY.





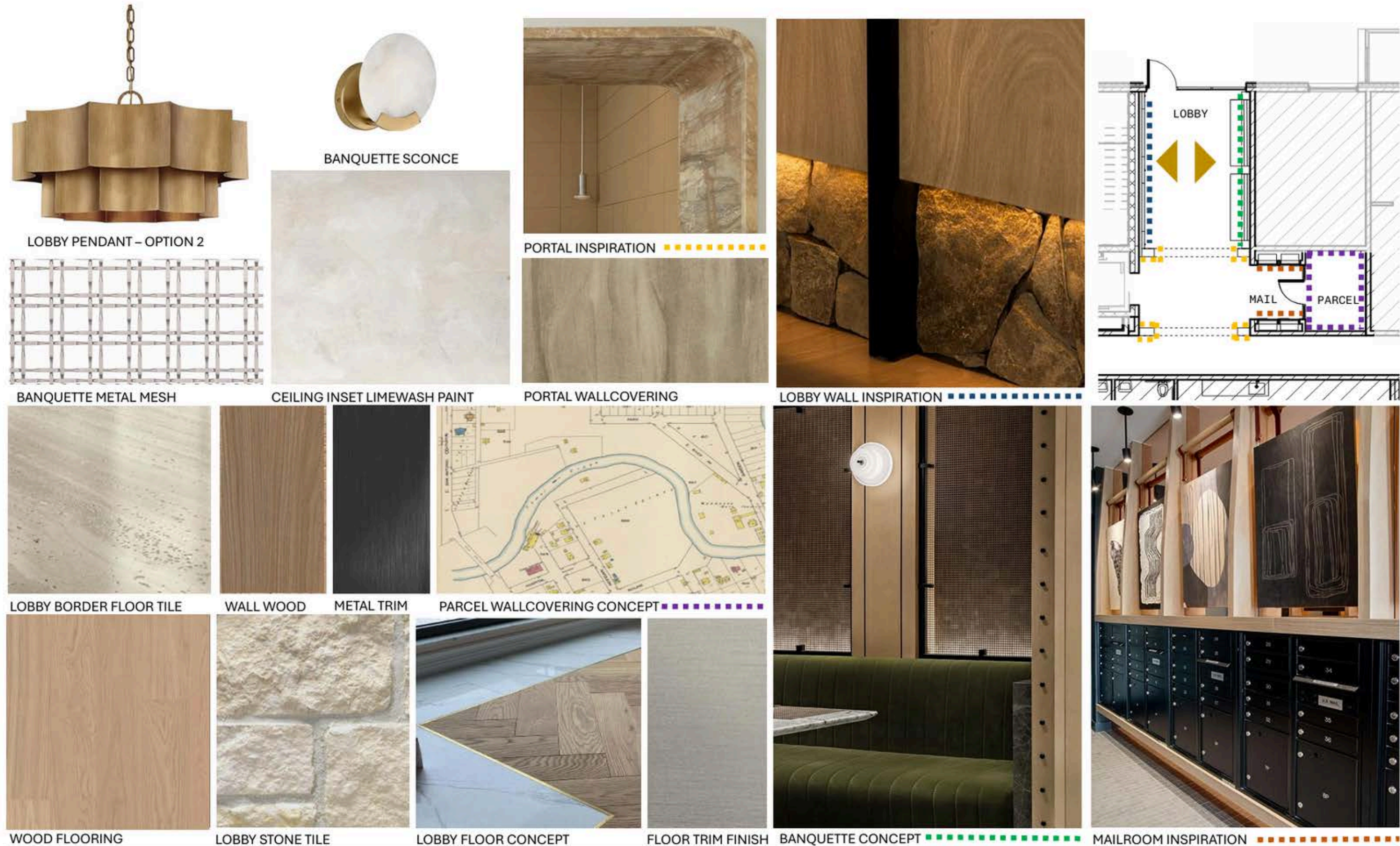
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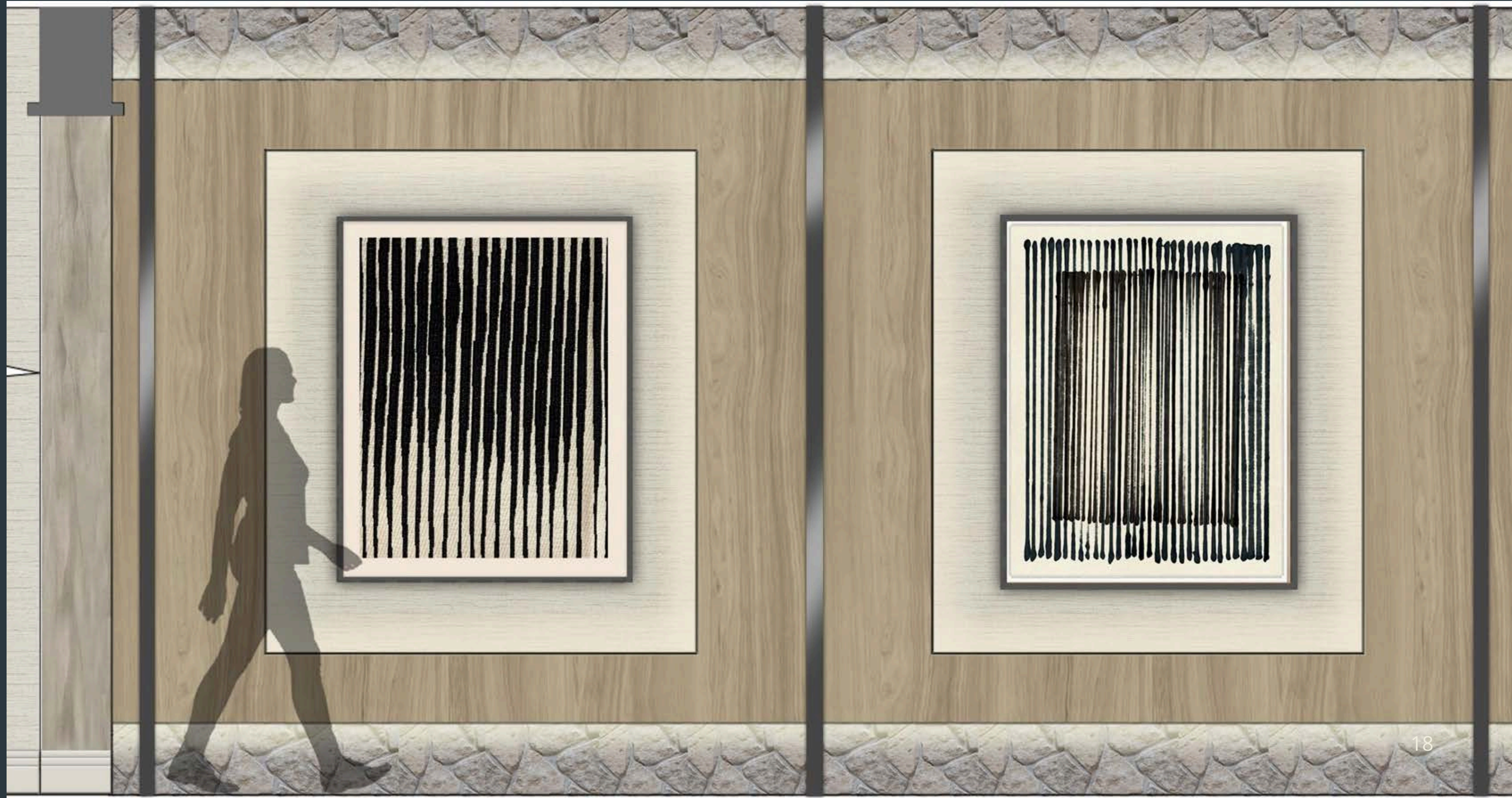


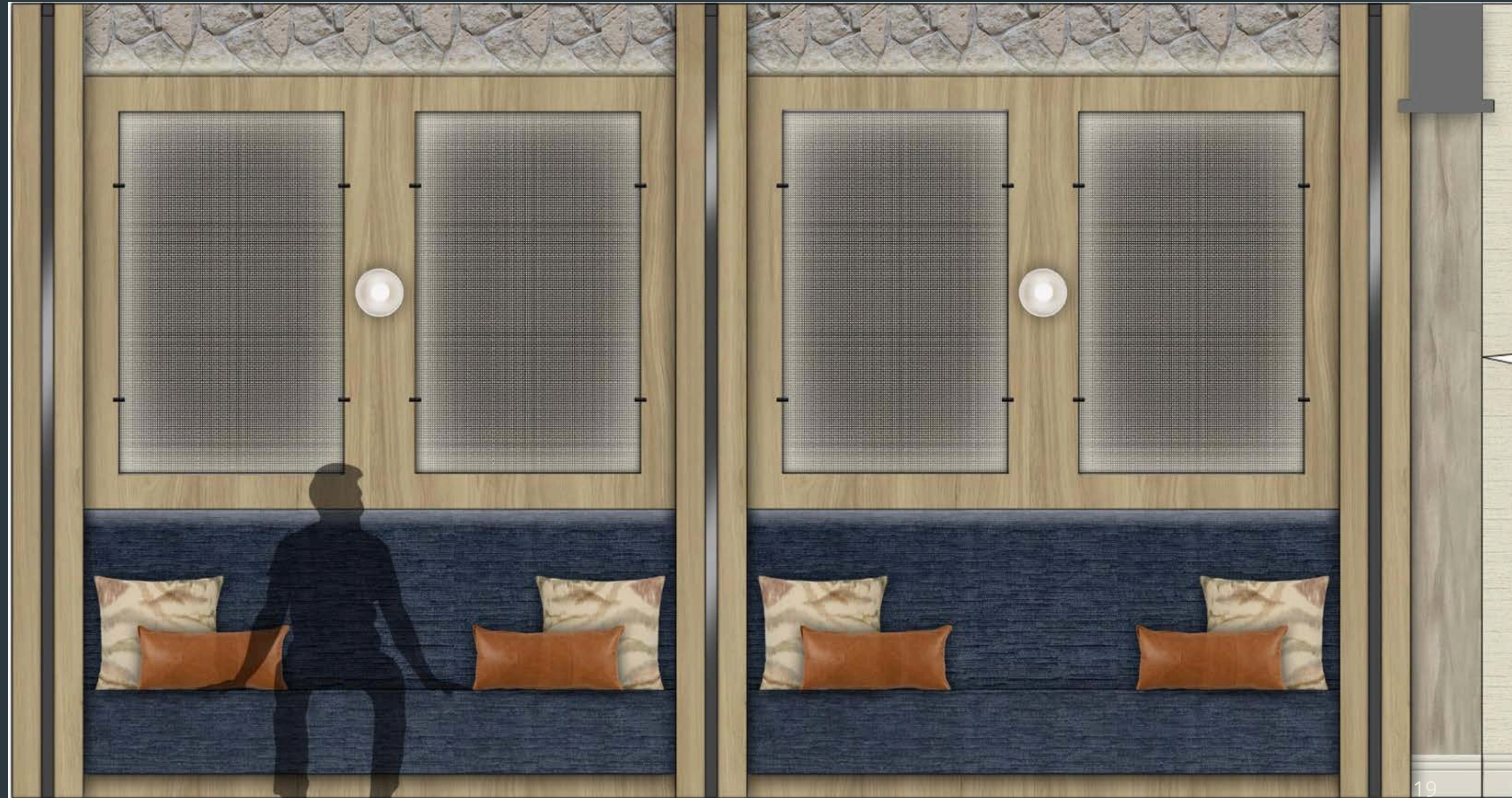


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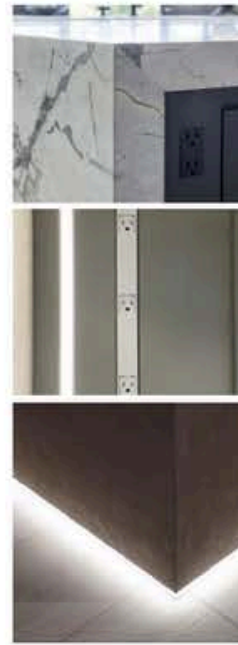




ISLAND PENDANT



CABINETY & HARDWARE



DETAILS



KITCHEN SINK & FAUCET

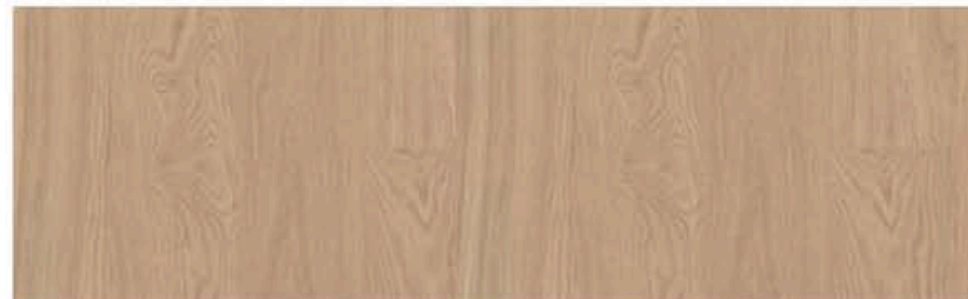


KITCHEN COUNTERTOP



BACKSPASH & KITCHEN ISLAND FRONT

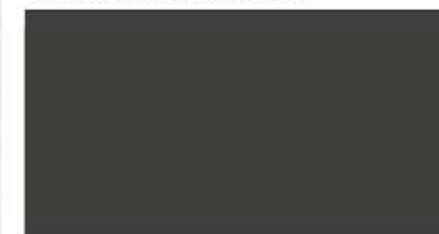
12" X 24"
\$4.29 / SF



WOOD FLOORING



KITCHEN INSPIRATION



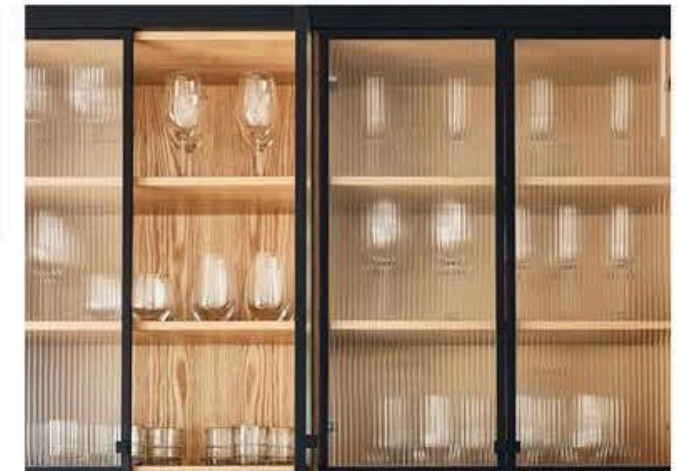
KITCHEN ACCENT WALL PAINT



WALL & CEILING PAINT - EGGSHELL



TRIM & DOOR PAINT - SEMI GLOSS FINISH



KITCHEN GLASS FRONT CABINET INSPIRATION



OVERVIEW

Targeted delivery

Summer/Fall 2027

- ~43 **Luxury Residences** – owner occupied – 72,000 sq ft total building
 - 1BR - ~825 sq ft
 - 2BR - ~1100 sq ft
 - 3BR - ~1600 sq ft
 - Penthouses - ~1200
- **3 professional services offices** – ~3,300 sq ft combined
- **2 retail spaces** – ~2,000 sq ft combined



DESIGN CONSIDERATIONS



- Property is zoned C2.
- Oriented on W San Antonio St. and creates a hard corner at Guenther Ave.
- Rear of building is ~120' from the residential area behind.
- Four stories with ample parking.
- **Materials and color tones are respectful of the downtown fabric and respond to New Braunfels' natural environment.**
- Thoughtful lighting design to minimize light pollution including zero cutoff and low-level lighting.
- Design includes **significant ROW improvements, relocation of overhead utilities, extending and expanding capacity of water and wastewater infrastructure** across San Antonio and Guenther Ave.
- **High efficiency design considerations.**
- Contech filtered drainage system onsite.
- **Enhanced sidewalks with decorative pavers, ADA compliant ramps and sidewalks.**

AMENITIES

- Resort style pool, courtyard and outdoor kitchen, providing a space for sunbathing, relaxing, grilling and socializing
- Indoor/Outdoor flex space that opens up to courtyard and pool
- Top-of-the-line fitness room
- Dog park and pet washing station
- State-of-the-art security technology throughout parking, building and common areas
- Fully gated / covered parking
- EV charging stations
- Indoor mailroom with secure package delivery
- **NO STRs allowed**





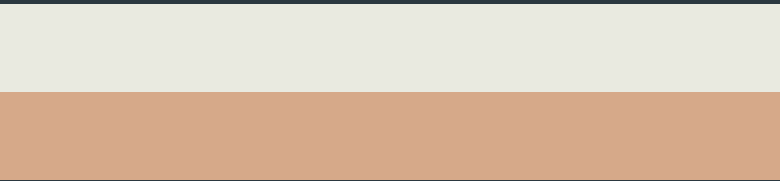
RESIDENT AMENITIES

- High quality finishes throughout
- 10-12' ceiling heights
- Hardwood floors
- Quartz/Granite countertops
- Large energy efficient windows
- Private, walk-out balcony
- Spacious walk-in closets



THE NEUE = SMART GROWTH FOR DOWNTOWN

- **Fits Downtown:** Walkable, mid-scale, and locally led - designed for the heart of New Braunfels.
- **Beautification:** Improved streetscape and beautification of the current underutilized site to support all of downtown.
- **Improves Infrastructure:** Supports long-needed utility upgrades through public-private coordination.
- **Adds Housing Variety:** Right-sized homes for professionals, retirees, and residents who want to stay local.
- **Delivers Economic Value:** ~\$20M in new tax base and ~100+ full-time residents fueling downtown 24/7.
- **Built Responsibly:** Water-efficient, low-traffic, and no short-term rentals.
- **Led by Locals:** A long-term investment by people who live and work here.
- **Challenges:** Increasing material cost, interest rates, tariffs, first-to-market (no comps)

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Open Discussion and Q&A